

CITY OF SANTA CLARA MARKETING COMMITTEE MEETING Margie Edinger Room Central Park Library 2635 Homestead Road Santa Clara, CA Wednesday, March 19, 2014, 4 p.m.

AGENDA

1. Welcome & Introductions Chair Davis 2. Branding: What is it and why is it important? Juan Carlos, HBS Community Partners Alumni 3. Santa Clara's Marketing & Branding Strategy & High Level Schedule Sheila Tucker City of Santa Clara 4. Harvard Business School Alumni Community Partners Chris Greene, HBS Project Update Community Partners Alumni 5. Marketing & Branding Updates ΑII 6. Public Presentations Chair Davis 7. Adjournment